

Sample Media Alert

FOR IMMEDIATE RELEASE

**[INSERT COMMUNITY] PREVENTING SUBSTANCE USE AND PROMOTING MENTAL HEALTH WITH
[INSERT EVENT]**

WHAT: To raise awareness in **[INSERT COMMUNITY]** that substance use is an issue that affects everyone, **[INSERT ORGANIZATION]** will host **[INSERT EVENT]**. At the event, **[INSERT ONE OR TWO LINES WITH MORE DETAILS ABOUT EVENT]**.

[INSERT ORGANIZATION] and **[INSERT PARTNERS/SPONSORS]** have come together to host **[INSERT EVENT]** as part of National Prevention Week and to embrace the national theme, “Making Each Day Count.” This health observance recognizes the power each person has to influence the health and well-being of others—whether it’s by supporting someone who’s going through a difficult time, participating in activities that strengthen the community, or instilling healthy habits in children from an early age. By choosing to participate, individuals and communities can help raise awareness of behavioral health issues and change lives every day. The small, daily actions done by individuals, combined with the actions of families, communities, and coalitions, come together to make up the larger, bold movement of prevention.

WHEN: **[INSERT DATE AND EXACT TIME OF EVENT]**

WHERE: **[INSERT LOCATION, INCLUDING EXACT ADDRESS]**

WHO: **[INSERT LOCAL OFFICIALS, LEADERS, BUSINESS FIGURES, ETC., WHO WILL ATTEND THE EVENT—If this information is not confirmed at time of release, move the last sentence of the preceding paragraph about event partners/sponsors here.]**

WHY: Alcohol use and misuse, illicit drug use, prescription drug misuse, and mental health problems are widespread issues that affect individuals, families, and communities:

- Slightly more than half (51.7 percent, or 138.3 million) of Americans ages 12 or older reported being current drinkers of alcohol in 2015.¹
- Just over 66 million Americans, including 1.4 million adolescents, participated in binge drinking at least once in the last 30 days, consuming five or more drinks in one sitting.²
- Approximately 27.1 million Americans ages 12 and older used illicit drugs in the past month, and 3.8 million Americans misused prescription drugs within the past month.³

¹ Center for Behavioral Health Statistics and Quality. (2016). *Results From the 2015 National Survey on Drug Use and Health: Summary of National Findings* (HHS Publication No. SMA 12-4713, NSDUH Series H-44). Retrieved from <https://www.samhsa.gov/data/sites/default/files/NSDUH-FFR1-2015/NSDUH-FFR1-2015/NSDUH-FFR1-2015.pdf>

² Ibid.

³ Ibid.

- Mental illnesses are among the leading causes of disability in the United States.⁴ In 2015, an estimated one in five (or 43.4 million) people ages 18 or older in the United States had a mental illness in the past year.⁵
- **[INSERT RELEVANT AND TIMELY STATISTICS ABOUT YOUR COMMUNITY]**

Efforts that focus on prevention and promote well-being—like **[INSERT EVENT]**—result in healthier lives for individuals and stronger communities for everyone.

MEDIA CONTACT: **[INSERT NAME, ORGANIZATION], [INSERT PHONE NUMBER], [INSERT E-MAIL ADDRESS]**

⁴ World Health Organization. (2004). *The world health report 2004: Changing history. Annex Table 3: Burden of disease in DALYs by cause, sex, and mortality stratum in WHO regions, Estimates for 2002; A126-A127*. Geneva: WHO. As cited by: HealthyPeople.gov. (2014). Mental Health and Mental Disorders. Retrieved from <https://www.healthypeople.gov/2020/topics-objectives/topic/mental-health-and-mental-disorders>.

⁵ Substance Abuse and Mental Health Services Administration. (2016). *Key substance use and mental health indicators in the United States: Results from the 2015 National Survey on Drug Use and Health* (HHS Publication No. SMA 16-4984, NSDUH Series H-51). Retrieved from [http://www.samhsa.gov/data/sites/default/files/NSDUH-FFR1-2015/NSDUH-FFR1-2015.pdf](http://www.samhsa.gov/data/sites/default/files/NSDUH-FFR1-2015/NSDUH-FFR1-2015/NSDUH-FFR1-2015.pdf)